

**May 18, 2004****BUDGET SUPPLEMENT #1****SUBJECT: Request to Continue Additional Funding for Sunnyvale Library's Children Collection****REPORT IN BRIEF**

In 2001, an analysis of library budgets for children's materials indicated that the Sunnyvale Library had the lowest per capita spending per child of comparable libraries. For that reason, in FY 2002-2003 the children's budget was enhanced by \$20,000 and in FY 2003-2004, an additional \$20,000 was added for a total of \$40,000. This Budget Supplement seeks to continue the funding over the next 20 years as part of the City's 20-year Resource Allocation Plan.

The Library Sub-element states that providing adequate children's services is one of the main priorities of the library. The use of the children's materials has increased steadily over the last decade and this growth is expected to continue. The library plays an increasingly important role in childhood literacy, providing materials to help children practice reading. The decreased funding for school libraries has made the public library one of few resources available for Sunnyvale families to find adequate materials to support the academic and leisure reading needs of their children. Without the additional funding, the library will not be able to provide quality materials for children in the quantity needed to meet the demand and fulfill the long-term goals for childhood literacy established in the recent Sub-element.

BACKGROUND

The 2001 analysis was performed to determine whether existing resources for children's materials were adequate to meet the high demand for children's materials. The analysis included comparisons of the children's materials budget to libraries in the immediate area and those serving communities of roughly the same size. It also included a study of the level of use of children's materials represented by circulation statistics and turnover rates. Due to the declining economy at the time, it was agreed that an incremental increase would be added over two years, with \$20,000 being added in 2002-2003 and \$20,000 more added in 2003-2004 and that the issue of additional resources would be addressed this year. At the time this increase was agreed upon, no additional resources were added to cover the costs of cataloging and processing the materials. These costs were paid from the Public Library Fund.

The following table shows data gathered by the California State Library for the 2001 analysis using Fiscal Year 1998-1999 data, which was the most current information available when the comparison was undertaken. This is the information that called attention to the serious shortcoming of funds for children's materials in Sunnyvale.

Children's Materials 1998-1999

City Name	Child Population	Materials Expend.	Per Capita Exp.
Berkeley	12,405	\$104,013	\$8.38
Santa Clara	16,596	\$125,906	\$7.58
Palo Alto	10,420	\$72,891	\$6.99
Carlsbad	14,800	\$93,650	\$6.33
Pasadena	24,270	\$129,033	\$5.32
Torrance	22,547	\$112,980	\$5.00
Fullerton	19,100	\$90,000	\$4.71
Thousand Oaks	24,900	\$113,719	\$4.56
Sunnyvale	22,291	\$77,098	\$3.45
Sunnyvale (update using latest state data from 2000-2001)	23,361	\$86,531	\$3.70

Ranked by per capita expenditures, Sunnyvale spends less per child than any of the other cities. In order to bring Sunnyvale up to the average of the eight cities in the study, which is \$6.10 per capita, the materials expenditures would have to have been \$135,975 ($6.10 \times 22,291$) or approximately \$58,000 more than we were currently spending.

The study of the circulation statistics for that time period indicated that the total circulation (number of items borrowed) of children's materials had increased steadily over the previous five years and dramatically in that current year (2001-2002). From 1997-1998 to 2001-2002, circulation rose by 38% and from 2000-2001 to 2001-2002, circulation rose by 22%. The following table shows the children's circulation from the past five years.

Fiscal Year	Children's Circulation
2001-2002	568,977
2000-2001	464,594
1999-2000	424,141
1998-1999	324,425*
1997-1998	413,718

*Closed for remodeling part of the year.

The turnover rate of children's materials also increased. The turnover rate measures the annual average times an item in the children's collection is borrowed, calculated by dividing the circulation by the number of items in the collection. The goal for the turnover rate for all library circulating materials is

4.0. The children's turnover rate in 2000-2001 was 6.12 while the turnover rate in 2001-2002 was 7.38. A high turnover rate means fewer items are available for loan. The turnover rate for the Easy Reader collection was 17.68 in 2001-2002, indicating that these materials were in extremely high demand. There were 3,829 volumes in the collection and in Period 13 of that year they circulated 6,259 times. That means that at any one time there were very few books on the shelves.

During the recent internal review process for the FY 2004-2005 and FY 2005-2006 Library Budget, it was determined that the \$40,000 would not be incorporated into the base budget, but brought forward as a budget supplement for Council's reconsideration. Although increased funds for additional staff time were not included when the money was added to the budget for the last two fiscal years, they were reduced in the budget review process to reflect the reduction in selection and receiving which would occur if this budget supplement is not approved.

EXISTING POLICY

These goals, policies and action statements were taken from the Library Subelement approved by the City Council on April 8, 2003.

Goal 6.2A	Provide a broad and diverse collection of books and other library materials to meet the varied interests and needs of the community
Policy 6.2A.2	Give high priority to the collection of materials for children and their parents, teachers and care givers.
Action statements:	
6.2A.2a	Select multiple copies of most wanted titles for children.
6.2A.2b	Promote childhood literacy
6.2A.2c	Provide materials about non-fiction subjects at multiple reading levels to meet the changing needs of children who are learning English as a second language.
6.2A.2d	Keep the children's collection attractive, up-to-date and representative of the best in children's literature by replacing worn and dated materials with new items.
6.2A.2e	Support the efforts of parents and caregivers to find children's materials.
Policy 6.2A.4	Give high priority to providing educational support for library users.
Action statements:	
6.2A.4a	Provide materials and services for students in formal education programs.
6.2A.4d	Support and advise the schools to encourage them to develop school libraries.

DISCUSSION

The use of the children's collection continues to increase at a high rate. Circulation in 2002-2003 rose by 17% over the previous year and the turnover rate increased to 8.32. In one month alone, materials in the children's collection of 79,866 items circulated 70,079 times. There is a constant demand for these materials.

A number of factors contribute to this high rate of circulation. The public library plays an increasingly important role in childhood literacy. Many parents in the community are well educated and place a high priority on the literary skills and academic achievement of their children. The library is a place where parents and children can learn together and where they can find high quality books chosen to appeal to children of all ages, whether they are preschoolers just beginning to read and learn, or school-age children who need materials to support classroom learning. Multiple copies of proven titles are purchased to help meet the needs of many children at the same time. The library also supports children whose first language is not English. In 2001, 22.8% of the children in Sunnyvale were English language learners who are attempting to learn the school curriculum and English at the same time. Materials are provided at different levels of complexity in specific subject areas to help children learn at varying reading levels. Homeschoolers are another group that uses the library extensively. The children's collection supports both the academic needs as well as leisure reading opportunities for these children.

Public libraries and schools serving grades K-12 have long complemented each other in a shared focus on literacy and education. However, as in most of California, the school libraries in Sunnyvale have been underfunded for many years. The libraries are understaffed and the materials are worn and outdated. Students depend on the public library to find an adequate number of copies of materials that support classroom learning such as books on California missions, endangered animals, Native American tribes and science fair projects. Children in the earlier grades need plenty of materials to practice their reading skills, both for information and for pleasure. The Easy Reader collection, directed at this age group, is very heavily used. At one time, out of a collection of about 4,000, only 30 books were left on the shelves. The additional funds have allowed us to supplement these collections.

The Library Sub-element, approved by Council on April 8, 2003 (RTC No. 03-116), states that providing adequate children's services is one of the main priorities of the library. Without additional funds, this is a hard priority to maintain. Because children's materials are so heavily used, they wear out more quickly and need to be replaced more often. With the current funding it is difficult to replace older, classic titles and purchase multiple copies of new titles. Children's classics in new editions and current, relevant titles with fresh pictures and crisp pages allow new generations of children to develop a love of literature while at the same time developing their basic literacy skills.

Using the latest data from the state library, which is for FY 2001-2002 and using seven of the eight cities in the earlier comparison, the average per capita spending has risen to \$7.2 per child. In order for Sunnyvale to reach this per capita spending, we would have to have a children's materials budget of \$168,199. Although this would be desirable, we realize it is unreasonable in an economy such as ours, so we are asking only to maintain the current level of funding.

SERVICE LEVEL IMPACT

Continuation of the \$40,000 for children's materials will support the high priority determined for children's materials in the Sub-element, anticipating, that the success rate for finding specific titles in the children's collection will increase from 90% to 94% and the success rate for browsing will increase from 75% to 77.4%.

FISCAL IMPACT

In fiscal year, 2002-2003, \$20,000 was added to the materials budget for items for children. In fiscal year 2003-2004, an additional \$20,000 was added for a total of \$40,000 in that year. Costs for processing these items were to be paid for from Public Library Foundation funds. It is anticipated that \$5,747 will be expended from Public Library Foundation funds in Fiscal Year 2003-2004 to cover these costs.

At this stage, we are seeking to continue the additional \$40,000 per year for children's materials in the City's 20-year Resource Allocation Plan. Because the Public Library Foundation funds used for processing are in danger of being cut or eliminated beginning in Fiscal Year 2004-2005, staff is also seeking an additional \$5,747 for each fiscal year in the future to cover the cost of processing these materials.

COST OF ACQUIRING AND PROCESSING FOR RECOMMENDED LEVEL OF FUNDING

\$40,000	Materials
\$5,543	Staff time
\$5,747	Processing
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\$51,290	Total

PUBLIC CONTACT

The recommended FY 2004-2005 Budget is available at the City library. All budget documents are posted on the City's Website.

ALTERNATIVES

1. Continue annual funding at \$40,000.
2. Continue annual funding at \$40,000 and provide \$5,543 to restore staff hours, needed for acquiring the additional materials.
3. Continue annual funding at \$40,000, restore staff hours and include funds for processing for a total of \$51,290.
4. Bring children's budget to \$168,199, an increase of \$80,510 to bring average per capita spending to the FY 2001-2002 level of \$7.2 per child.
5. Do not continue annual funding and maintain the current budget of \$87,689 inflated at appropriate level.

RECOMMENDATION

Staff recommends Alternative #3.

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City Manager's Recommendation

[] Approve Budget Supplement for funding.

[] Do Not Approve Budget Supplement for funding.

City Manager recommends utilizing Public Library Foundation funds to supplement Children's materials budget.

Amy Chan
City Manager

ATTACHMENTS

A. Budget Supplement Form

B. Activity Cost, Hours and Products

BUDGET SUPPLEMENT FORM

Fiscal Year 2004/2005

TOTAL ADDITIONAL FUNDING RESOURCES REQUESTED: \$51,290

DESCRIPTION OF THE TYPE OF RESOURCES AND THE PURPOSE FOR WHICH THEY ARE BEING REQUESTED:

Money to purchase materials for the children's collection and associated staff costs.

DESCRIPTION OF SERVICE LEVEL IMPACT:

It is projected that the results of the satisfaction surveys that measure the success of finding desired materials in the children's collection will increase.

CURRENT				PROPOSED			
SERVICE DELIVERY PLAN 636-01							
DESCRIPTION OF SERVICE DELIVERY PLAN				DESCRIPTION OF SERVICE DELIVERY PLAN			
Select and acquire materials for children and adults.				No proposed changes			
PERFORMANCE MEASURES							
MEASURE			NO.	MEASURE			NO.
Measure 1 - The success rate for author, title and subject searches in the children’s collection is 75%			75	No proposed changes			77.4%
Measure 2 – The success rate for browsing in the children’s collection is 90\$.			90				94%
ACTIVITIES/PRODUCTS							
ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT	ACTIVITY #	DESCRIPTION	PRODUCT TYPE	PRODUCT
636010	Select materials for children.	An item selected and acquired.	9,764	Same			12,500
636040	Order materials for Library collection.	An item ordered.	28,720	Same			31,750

636050	Receive materials for Library collection.	An item received	28,170	Same			31,200
FISCAL IMPACT							
TOTAL CURRENT COSTS		\$87,689		TOTAL PROPOSED COSTS		\$138,979	

ACTIVITY DETAIL COST, HOURS AND PRODUCTS

SERVICE DELIVERY PLAN 636-01

Activity #	OBJECT NO.	JOB CODE	OBJECT NAME/CLASSIFICATION	HOURS	PRODUCTS	COST
636010		1600	Librarian	43		\$2,201
636010		8400	Part-Time Librarian	50		\$2,135
636050		8103	Part-Time Staff Office Assistant	37		\$1,207
636010					2736	
636040					3030	
636050						
636010	5220		Library Acquisitions, Books			\$35,000
636010	5222		Library Acquisitions, Audio Visual			\$5,000
636080	5226		Library Technical Services			\$5,747
			TOTAL			\$51,290